

## Message Text

UNCLASSIFIED

PAGE 01 BONN 21036 211644Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
-----116835 211652Z /44  
R 210834Z DEC 77  
FM AMEMBASSY BONN  
TO SECSTATE WASHDC 4164

UNCLAS BONN 21036

C O R R E C T E D C O P Y-TEXT (PARA 2.A.(1))

E.O. 11652: N/A  
TAGS: BBSR, GW  
SUBJ: GLOBAL MARKET RESEARCH: MULTI-STUDY CONTRACT  
FOR FY 1978, FEDERAL REPUBLIC OF GERMANY

REF: A) STATE 279537, B) USDOC 18472, (C) LONDON  
16294, D) PARIS 28897

1. EMBASSY SOLICITED BIDS ON MULTI-STUDY CONTRACT FOR  
FY 1978 FROM FIVE COMPANIES OF WHICH THREE FIRMS SUB-  
MITTED BID PROPOSALS.

2. BID SUMMARIES:

A. DR. KINDEL AND PARTNERS, BERLIN

(I) MEDICAL EQUIPMENT DM 13,500

(II) FOOD PROCESSING AND PACKAGING  
EQUIPMENT DM 16,500

(III) METAL WORKING AND FINISHING  
MACHINERY AND EQUIPMENT DM 16,500

(IV) LABORATORY INSTRUMENTATION DM 13,500

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DR. KINDEL POINTS OUT THAT HE HAS ALREADY DONE MARKET  
RESEARCH FOR COMMERCE ON ALL REQUESTED SUBJECTS. THE  
LOWER PRICES FOR "MEDICAL EQUIPMENT" AND "LABORATORY  
INSTRUMENTATION" TAKE INTO ACCOUNT THAT HE HAS DONE STU-  
DIES ON THESE SUBJECTS ONLY RECENTLY.

B. PLANNING RESEARCH AND SYSTEMS LTD., LONDON

(I) MEDICAL EQUIPMENT DOLLAR 3,500

(II) FOOD PROCESSING AND PACKAGING  
EQUIPMENT DOLLAR 7,500

(III) METAL WORKING AND FINISHING  
MACHINERY AND EQUIPMENT DOLLAR 7,500

(IV) LABORATORY INSTRUMENTATION DOLLAR 7,500

PRS POINT OUT THAT THE LOW PRICE QUOTATION FOR  
"MEDICAL EQUIPMENT" REFLECTS THE FACT THAT THIS WILL BE  
AN UPDATE OF A RECENTLY COMPLETED STUDY. PRICE QUOTA-  
TIONS FOR THE OTHER STUDIES HAVE BEEN MADE ON THE  
ASSUMPTION THAT ORIGINAL RESEARCH WILL BE REQUIRED.

C. CEGOS MARKETING GMBH, DUESSELDORF

MEDICAL EQUIPMENT DM 16,000

CEGOS QUOTES A PRICE ONLY FOR "MEDICAL EQUIPMENT". NO  
REFERENCE IS MADE TO THE OTHER REQUESTED STUDIES.

3. RECOMMENDATION: CONSIDERING DR. KINDEL'S PAST  
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PERFORMANCE, HIS PROVEN CAPABILITY AND RELIABILITY, HE  
IS OUR FIRST CHOICE. IN VIEW OF DIFFERENT JUDGEMENTS  
VOICED IN REF. TELS. FROM LONDON, PARIS AND COMMERCE,  
IT IS DIFFICULT FOR US TO MAKE A RECOMMENDATION RE-  
GARDING PRS, INASMUCH AS WE HAVE NO EXPERIENCE WITH THIS  
COMPANY.

4. COPIES OF COMPLETE BID PROPOSALS SENT BY INTER-  
NATIONAL AIRMAIL DECEMBER 19, 1977, ATTN: BIC/OIM/MRD.  
STOESSEL.

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NNN

## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009